



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Cullman, AL

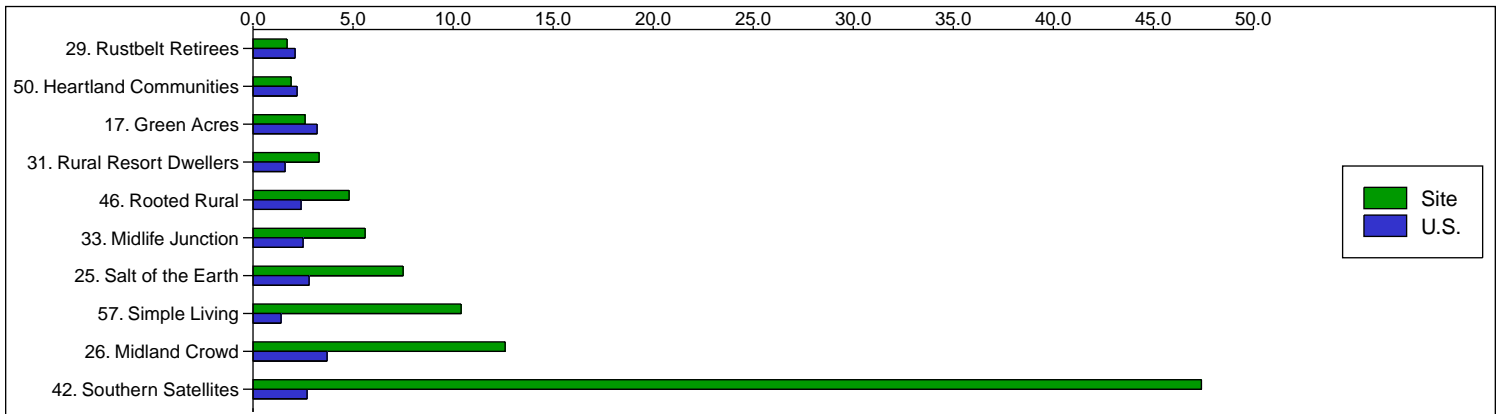
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	47.4%	47.4%	2.7%	2.7%	1739
2	26. Midland Crowd	12.6%	60.0%	3.7%	6.4%	339
3	57. Simple Living	10.4%	70.4%	1.4%	7.8%	734
4	25. Salt of the Earth	7.5%	77.9%	2.8%	10.6%	271
5	33. Midlife Junction	5.6%	83.5%	2.5%	13.1%	224
	<b>Subtotal</b>	<b>83.5%</b>		<b>13.1%</b>		
6	46. Rooted Rural	4.8%	88.3%	2.4%	15.5%	195
7	31. Rural Resort Dwellers	3.3%	91.6%	1.6%	17.1%	203
8	17. Green Acres	2.6%	94.2%	3.2%	20.3%	81
9	50. Heartland Communities	1.9%	96.1%	2.2%	22.5%	88
10	29. Rustbelt Retirees	1.7%	97.8%	2.1%	24.6%	80
	<b>Subtotal</b>	<b>14.3%</b>		<b>11.5%</b>		
11	14. Prosperous Empty Nesters	1.2%	99.0%	1.8%	26.4%	63
12	32. Rustbelt Traditions	1.0%	100.0%	2.8%	29.2%	37
	<b>Total</b>	<b>100.0%</b>		<b>29.2%</b>		<b>341</b>

## Top Ten Tapestry Segments

Site vs. U.S.

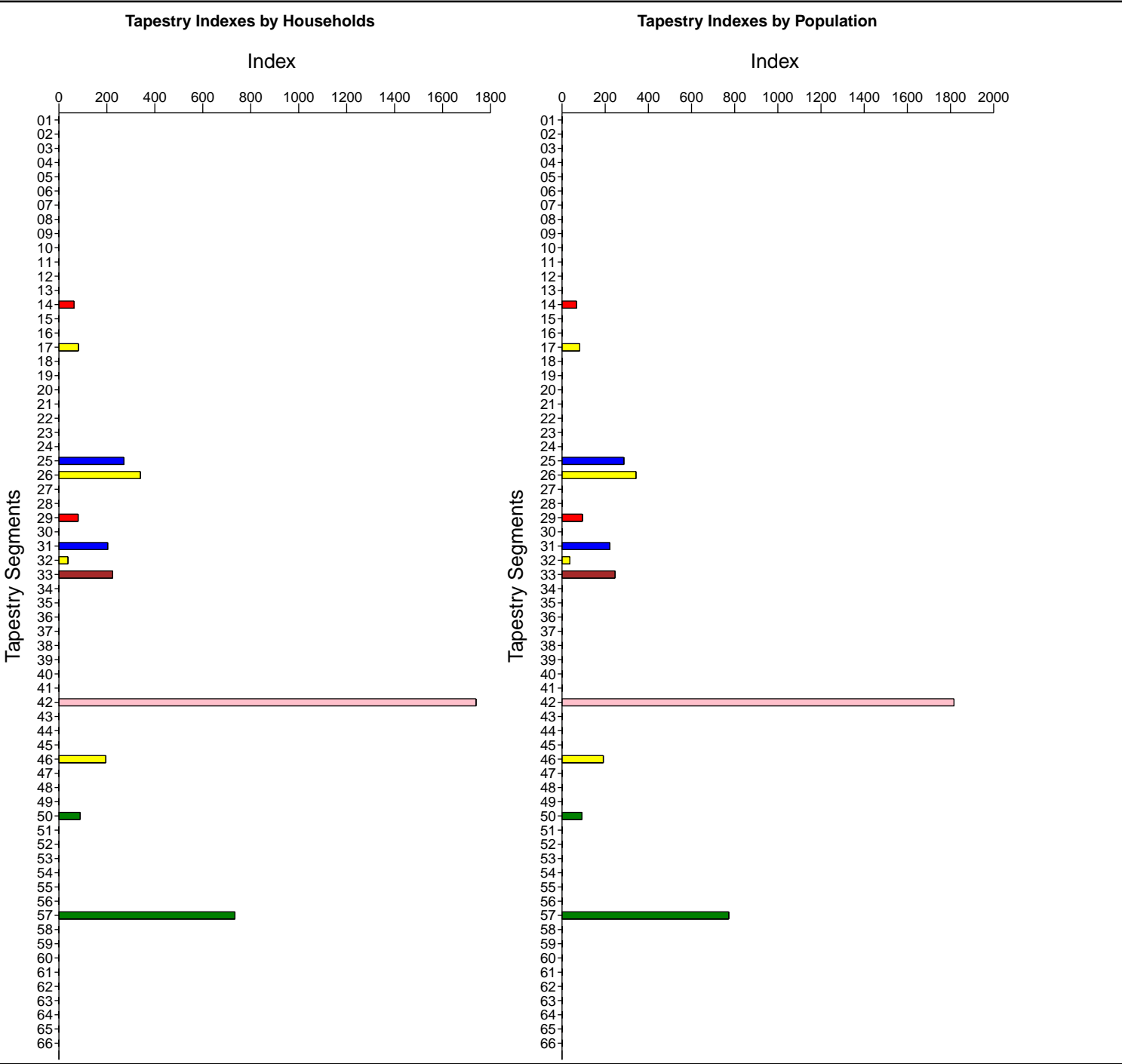


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Cullman, AL



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Cullman, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	32,504	100.0%		79,985	100.0%	
<b>L1. High Society</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	841	2.6%	19	2,191	2.7%	20
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	841	2.6%	81	2,191	2.7%	82
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	4,932	15.2%	122	10,961	13.7%	131
14 Prosperous Empty Nesters	378	1.2%	63	904	1.1%	67
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	547	1.7%	80	1,416	1.8%	94
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	617	1.9%	88	1,423	1.8%	92
57 Simple Living	3,390	10.4%	734	7,218	9.0%	772
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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LifeMode Groups  
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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	32,504	100.0%		79,985	100.0%	
<b>L7. High Hopes</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	2,147	6.6%	75	5,081	6.4%	76
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	338	1.0%	37	764	1.0%	36
33 Midlife Junction	1,809	5.6%	224	4,317	5.4%	245
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	17,854	54.9%	579	45,074	56.4%	603
25 Salt of the Earth	2,443	7.5%	271	6,264	7.8%	286
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	15,411	47.4%	1739	38,810	48.5%	1816
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	6,730	20.7%	223	16,678	20.9%	226
26 Midland Crowd	4,106	12.6%	339	10,478	13.1%	342
31 Rural Resort Dwellers	1,073	3.3%	203	2,589	3.2%	221
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	1,551	4.8%	195	3,611	4.5%	191
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Cullman, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	32,504	100.0%		79,985	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	338	1.0%	10	764	1.0%	8
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	338	1.0%	37	764	1.0%	36
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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<b>U6. Urban Outskirts II</b>	3,390	10.4%	203	7,218	9.0%	171
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	3,390	10.4%	734	7,218	9.0%	772
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	378	1.2%	7	904	1.1%	7
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
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15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	2,356	7.2%	75	5,733	7.2%	79
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	547	1.7%	80	1,416	1.8%	94
33 Midlife Junction	1,809	5.6%	224	4,317	5.4%	245
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	617	1.9%	39	1,423	1.8%	39
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	617	1.9%	88	1,423	1.8%	92
<b>U10. Rural I</b>	8,463	26.0%	230	21,522	26.9%	237
17 Green Acres	841	2.6%	81	2,191	2.7%	82
25 Salt of the Earth	2,443	7.5%	271	6,264	7.8%	286
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31 Rural Resort Dwellers	1,073	3.3%	203	2,589	3.2%	221
<b>U11. Rural II</b>	16,962	52.2%	678	42,421	53.0%	701
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	15,411	47.4%	1739	38,810	48.5%	1816
46 Rooted Rural	1,551	4.8%	195	3,611	4.5%	191
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**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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